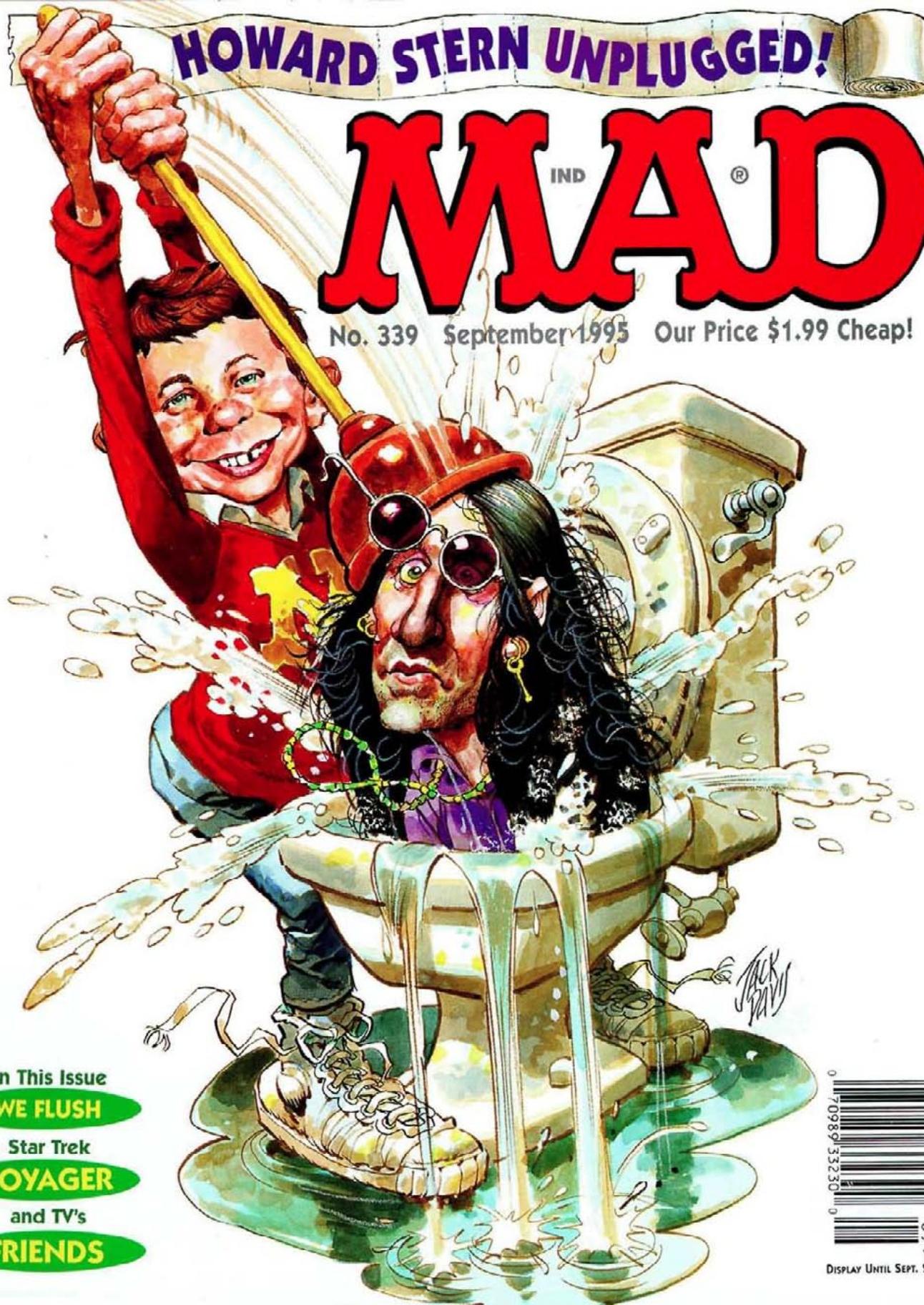


HOWARD STERN UNPLUGGED!

MAD^{IND}

No. 339 September 1995 Our Price \$1.99 Cheap!



In This Issue

WE FLUSH

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and TV's

FRIENDS

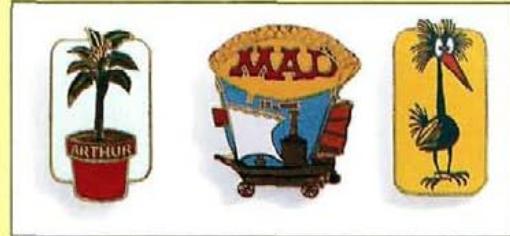


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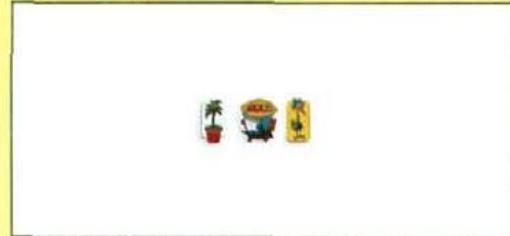


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SEPTEMBER
1995

MAD

"Who says nothing is impossible? Some people do it every day!"
— Alfred E. Neuman

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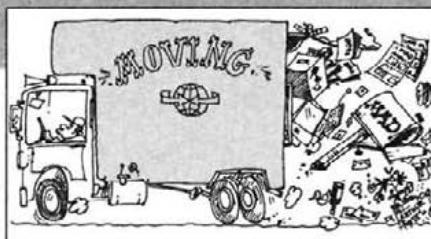
Contributing Artists

And Writers

the usual gang of Idiots

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Printed in U.S.A.



"BEAVIS AND BUTT-HEAD GROW OLD"

I loved your satire "When Beavis and Butt-head grow old" in MAD #336. I can't stand those two, and the idea of them being old, senile and near death is somewhat appealing. You guys crammed more creativity, humor, not to mention plot in one satire than in 'TEN' actual *Beavis and Butt-head* episodes. To Sam Viviano and Desmond Devlin I say, "Great work, guys!" To the producers of *Beavis and Butt-head* I say, "Shut up, butt nuggets!"

William Rickman
West Covina, CA

Butt nuggets? We remember those! Why did Kentucky Fried Chicken stop selling them, anyway? —Ed.

Your "Beavis and Butt-head Grow Old" story sucked and should be like burned...huh huh huh.

Reid Hitt
Camarillo, CA

Great original letter, butt nugget! —Ed.

A GRIPPING LETTER

As a feminist, I am deeply offended by your feature entitled "If 'Do-it-Yourself' Sex Were Taught in Public Schools" (MAD #336). In all the panels, the students were males. Has it ever occurred to you that females could also take that class and pass with flying colors? I demand equality!

Dee L.

Pittsburgh, PA

We've got to hand it to you, you really put your finger on what was missing in the article. Sorry it rubbed you the wrong way! But hey, different strokes for different folks! —Ed.



BIG VAN ON CAMPUS



Students at the University of Nebraska have recently been ducking for cover whenever the big yellow MAD Van on Campus shows up! The fact is, we've never seen a stronger reason to oppose forced school busing!

LETTERS &

"MOTION" SICKNESS

I was appalled at your back cover concerning "Newton's 3 Laws of Motion As Applied to 'Newton' Gingrich" (issue #336). In my opinion it is a slap in Sir Isaac Newton's face. Also, you forgot the second law (The greater the mass, the greater the force needed, etc.). Instead, you merely mentioned the two parts of the first law. I am an avid reader of your magazine and will hopefully continue to be so, but I feel that I had to vent my feelings about your back cover.

Crystal D. Smith
Richmond, VA

Crystal — we understand the gravity of our mistake, but, in fact, even you failed to take into account the Fourth Law of Newton: Put crushed figs between two cookies and you've got yourself a thinking man's Oreo! —Ed.

PRIEST MEETS JEST

I recently read your mail section in MAD #336 and I caught the letters insulting Ventriloquist Priest. What a bunch of bull! Ventriloquist Priest is one of the best cartoons that you have come out with! And anyone who says otherwise obviously doesn't have a sense of humor!

Miguel Rueda
Laurel, MD

MRuedaS@aol.com

Miguel — Thanks for your kind words! We wanted to pass them along to Ventriloquist Priest, but he was attending a high-level meeting in Rome. We can't reveal what these confidential meetings were about, but how does the idea of "Ventriloquist Bishop" grab you? —Ed.

You know what really ticks me off? In the letters to MAD #336, a couple of freaks started whining about Ventriloquist Priest. I'm glad you told these hicks off. Ventriloquist Priest rocks and I look forward to seeing more of Duck Edwing's sick sense of humor in issues to come. You guys and Soldier of Fortune are my favorite magazines.

Tom Pinnock
Malta, MT

Major Tom — MAD and Soldier of Fortune are your favorite magazines? In that case, you and your buddies down at the militia won't want to miss our upcoming feature, "The Lighter Side of Jack-Booted Government Thugs!" —Ed.

INSIGNIFICANT DATA

MAD #340 ON SALE SEPT. 26!!

**MAD SUPER SPECIAL # 108
ON SALE OCTOBER 10!!**

Have you played MAD One-liners yet? It's the weekly game in which you have a chance to write captions for new cartoons by MAD artists! Where can you play? On America Online's DC Comics Online! Correspond with the Usual Gang of Idiots and other MAD fans, download MAD color images and text (new files all the time!) and more! All you need is a computer, modem and a major credit card or checking account! If you don't already have America Online, call 1-800-203-2600 for a FREE starter kit and 10 FREE hours!

HAVING TROUBLE FINDING MAD?

If your favorite news dealer, convenience store or supermarket does NOT sell MAD, we want to know about it! Send their name and address/location to MAD, 1700 Broadway, NY, NY 10019 Attn: Amy. We promise to hound these misguided merchants mercilessly, day and night, until they lower their standards and begin to sell our crummy magazine!

TOMATOES DEPARTMENT

THE FACE IS...FAMILIAR?

I've always wanted to appear in your magazine as a drawing in a satire. Well, I thought I would take a chance and write to see if you would. So here's my photo. Hope I see myself in a future issue. Thanks!

Sal Attinello

San Leandro, CA

Sal — We're in the business of fulfilling reader's wishes, and we have good news and bad news. The bad news is, all of our MAD artists were too busy this month to honor your request. The good news is, longtime MAD writer Dick DeBartolo WAS available, so here's his super drawing of you...how proud you must feel! —Ed.



Photo of
Sal



Dick D's
drawing of Sal

MAD MUMBLINGS @aol.com

I'm looking for Jo. Jo mama! — JV94810...Damn that Hamburglar! — Mic89...If the sky is falling, don't look up. — AVolle1032...Pencils are an excellent source of fiber. — PIRANA12f...I rule the Earth's entire Spain supply! — FKRAN...All architecture students at the U of Arkansas read MAD — Kkirk5one...How come there were so many Smurfs, yet, Smurfet (the only female Smurf) was never pregnant? — BYoung4023...I have "PLASTICMAN ENTRANCE." If you want him back, print this letter. — JFuhrreck...In a past life, I was a sacred cow in India. Now I just smell like one. — Mines9in...I would like to see more sex and nudity in your magazine (readers need more satisfaction). — JHawk87622...Say GanderGanderGanderGander into a tape recorder or something and then play it backwards. It sounds cool. — Sheanus...This magazine rocks! — MacMan900



MAD AUCTION ANNOUNCED!

On October 20th, 1995, Sotheby's New York will hold a special auction entitled *MAD About MAD*, featuring thirty years of original MAD art! Approximately 400 examples of artwork from MAD spanning the period from issue #101 (1966) through #315 (1992) will be offered. These originals will highlight cover art, classic interior stories and features, as well as MAD paperback and MAD Super Special covers! Works by all of the major MAD artists will be offered, including early examples from the '60s by artists Norman Mingo, Kelly Freas, Jack Davis, Mort Drucker and the rest of the usual gang of idiots! To order the auction catalogue, please call Sotheby's subscriptions at 1-800-444-3709. Have your credit card handy!

BIG "ENVELOPE OF THE MONTH" BLOWOUT!

As we were packing to leave our beloved digs at 485 MADison Avenue, we discovered a heretofore unpublished cache of Envelopes of the Month (certainly a find more valuable than some old cave paintings in France could ever be)! Now that we're at 1700 Broadway, we need a few new decorative envelopes with our new address on them! Any takers?



From: Vance Stephenson of Colfax, IN



From: Dan Soelberg of Bolton, Ontario Canada



From: Rebecca and Jeffrey Ahrens of Appleton, WI

Please Address All Correspondence To: MAD, Dept. 339, 1700 Broadway, N.Y., N.Y. 10019.
MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however,
unless they are accompanied by a self-addressed, stamped envelope!

GENERATION ECCH DEPT.

And now a show about six twentysomethings! They're single, they're attractive, they're witty, they're bonding, and they've got something great going for them: it's called Thursday night on NBC! The amazing thing is they claim it's all platonic and there's no hanky-panky going on between them. (Yeah, right! And the Pope was born in Guatemala!) Whatever they claim, we know them for what they really are--sex...



f . i . e . n . d . s

I'm Moniker, the mother hen of the group! They say that I'm obsessively neat and organized! That I'm a detail-obsessed neatness freak! That's nonsense! Just because I left home at 14 because my father clashed with the drapes? Ridiculous! Oh, by the way, perhaps you remember me appearing with Jim Carrey in "Ace Ventura"! I was the one that didn't quite have the acting range of the parakeet!

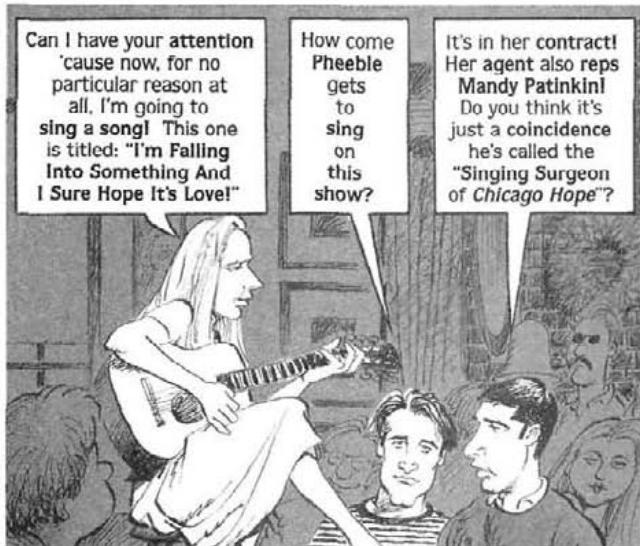
I'm Regal, the spoiled rich girl. My gimmick on this show? I left a wealthy dentist at the altar to hang out with this slirry bunch! Okay, so it's not much of a gimmick! But when you're young, cute and sexy like I am, NBC's feeling was, "Who really cares?" Does *Baywatch* hire girls for their acting ability?

I'm Pheeble! I'm the ditzy one, the spiritual one, the kooky one! If TV didn't have to be so politically correct, I'd be the stoned one!

I'm Will Smith, Fresh Prince of Bel Air! I'm not in this show! But, just as a change of pace, I thought you'd like to see a black person in this series!









DISC-CLAIMERS DEPT.

The debate over whether or not to place advisory stickers on compact discs has been raging ever since Prince was calling himself Prince. The controversy has been bad for artists' rights, bad for intelligent political thought, and bad for free trade and capitalism. But it's been absolutely fantastic for MAD ~ get ready for the fifth installment in the never-ending series of...

STILL MORE BADLY NEEDED WARNING LABELS FOR ROCK ALBUMS

2PAC

ME
AGAINST
THE
WORLD

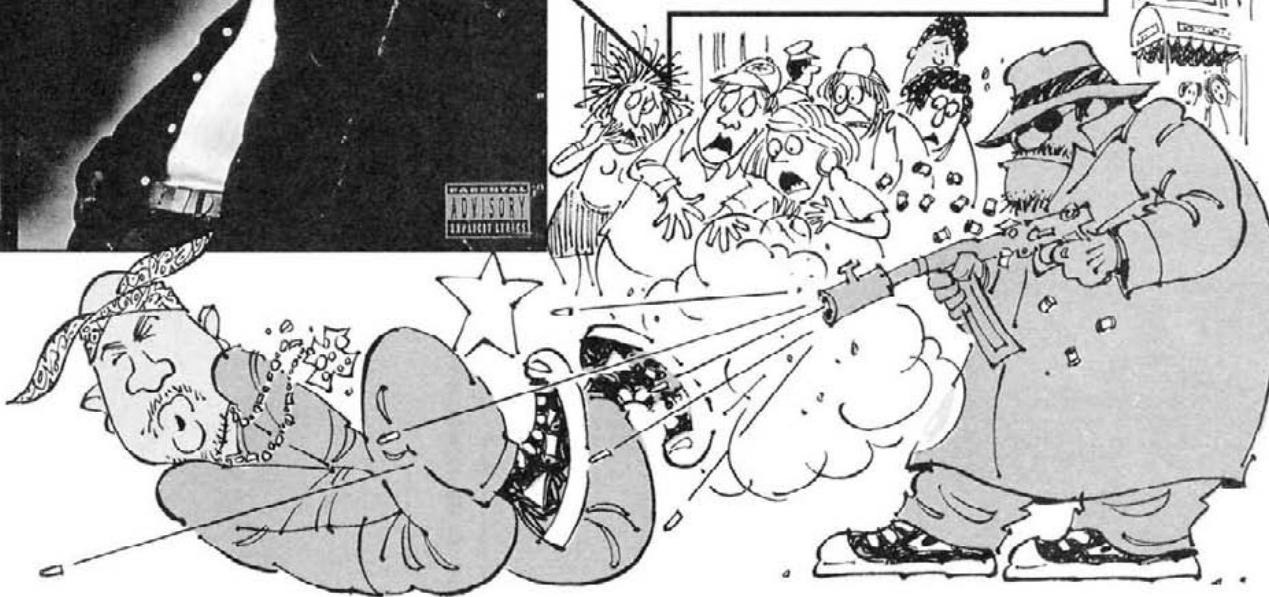
CONSUMER WARNING:
IF YOU LOVED ALL OF
2PAC'S OTHER RAPS,
REMEMBER
THAT HE SANG THOSE BACK
WHEN HE HAD TWO TESTICLES!

ARTIST: PAUL COKER

WRITER: DESMOND DEVLIN

CONSUMER WARNING:

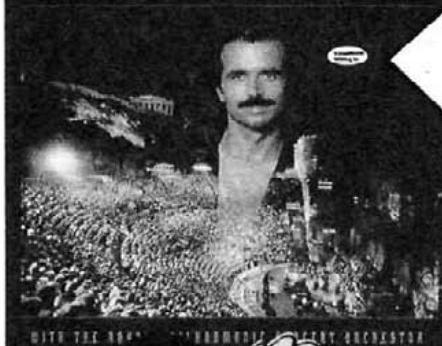
Even if you loved all of
2Pac's other raps, remember
that he sang those back
when he had two testicles!



NOTICE:

Despite using no expensive equipment, getting free studio time and advertising, and having absolutely no new songs, this CD is just as overpriced as every other album!

VANRI LIVE AT THE ACROPOLIS



ATTENTION:

Forcing children to listen to this CD is officially considered "child abuse" in 8 States!



WARNING:

One of the songs on this CD was mistakenly recorded while the group's lungs were free of blunt smoke!



G Although Ace of Base is
A Sweden's hottest rock group,
U remember that to accomplish
T that, they only had to top
I Roxette, the inevitable ABBA
G comeback, and that old "Ooga-
N Chucka-Ooga-Chucka" song!

Barney's Favorites



VOL. 2

NOTICE:

Barney isn't real, he doesn't love you, he doesn't even know you're alive! Dinosaurs and people were never alive together, and if they were, Barney'd be eating your intestines while you watched. Other than that, enjoy!



ACE OF BASE



VAN HALEN
BALANCE



CONSUMER TIP:
For the same price as this CD, you can get David Lee Roth to come to your home and do some light yard work!



smashing pumpkins + siamese dream



NOTICE:
No actual pumpkins were harmed in the making of this album!



WARNING:

Comedy like "What's up, chisel chest" and "he punch my teeth" may lose some of its brilliant edge over time!



All we keep hearing about is how great the Information Superhighway is gonna be. We are bombarded with stupid commercials like "have you ever made an appointment with your exterminator from 20,000 feet? You will." But, like most things in life, what you're promised ain't always watcha gonna get! So before you merge onto the Autobahn of fiber optics you should take...

A MAD REALITY CHECK

WHAT YOU CAN EXPECT FROM THE INFORMATION SUPERHIGHWAY



400 new cable-TV channels — 90% of which will be Home Shopping, 24-hour Infomercials, and old sitcoms that even Nick at Nite wouldn't stoop to air!



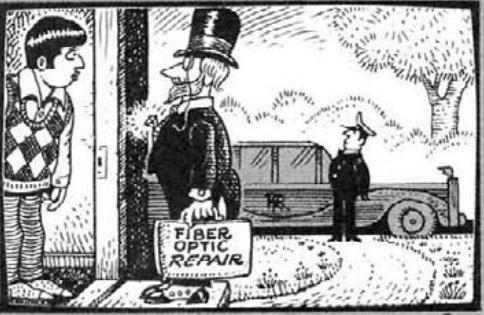
More junk mail and phone solicitations than ever — from marketing sleazebags who keep track of everything you do on the "Superhighway"!



Lots of sudden, unexplainable "meltdowns" — built into the system years earlier by all those "Technogeeks" everyone's always making fun of!



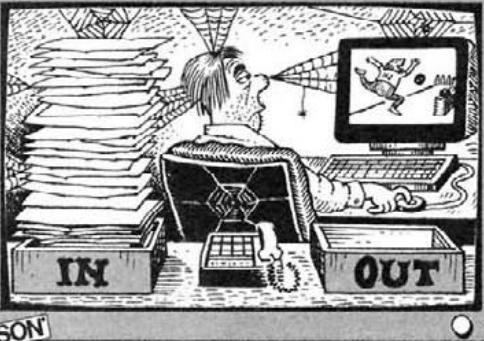
An end to "Writer's Cramp" and "Phone Ear" — but only the beginning for "Carpal Tunnel Syndrome" and "Monitor Screen Squint"!



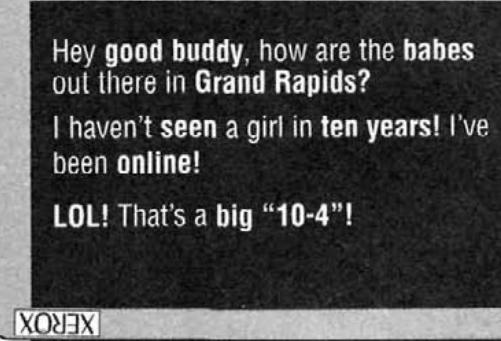
New ultra-sophisticated Fiber Optic lines that cost only pennies per foot — but can only be repaired or replaced by \$500-an-hour technicians!



Twice as many calls from those pesky MCI, AT&T and Sprint salespeople — now calling to get you to "switch" your data and fax phone lines, too!



Millions of interconnected office computers — enabling workers thousands of miles apart to waste all day playing Mortal Kombat, Doom or PGA Tour Golf!



Long-distance "computer chats" that combine the fascinating content of CB Radio banter with the snappy pace of clumsy two-finger typing!

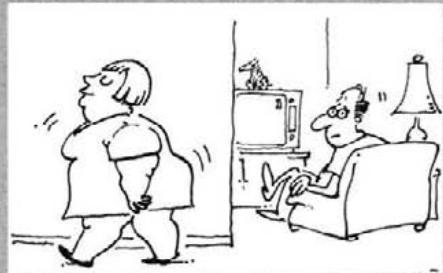
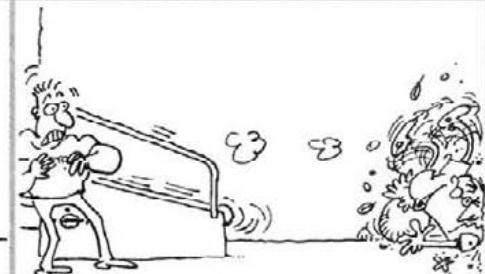
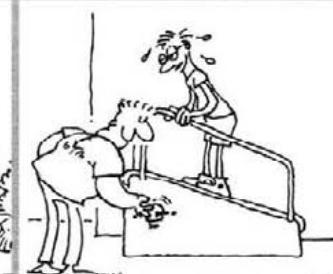
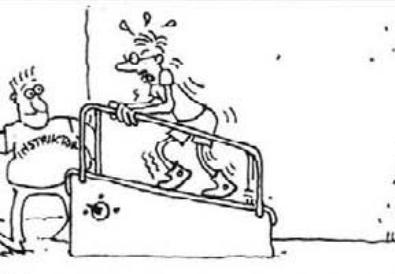
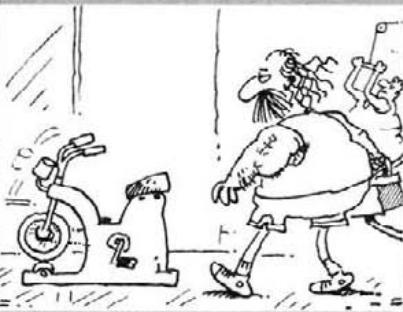


A "cashless society" that'll put gun-wielding muggers out of business — and 12-year-olds with a second-hand PowerMac into business!



The chance to buy sports and concert tickets from home, nanoseconds after they go on sale — and still having scalpers beat you to all the good seats!

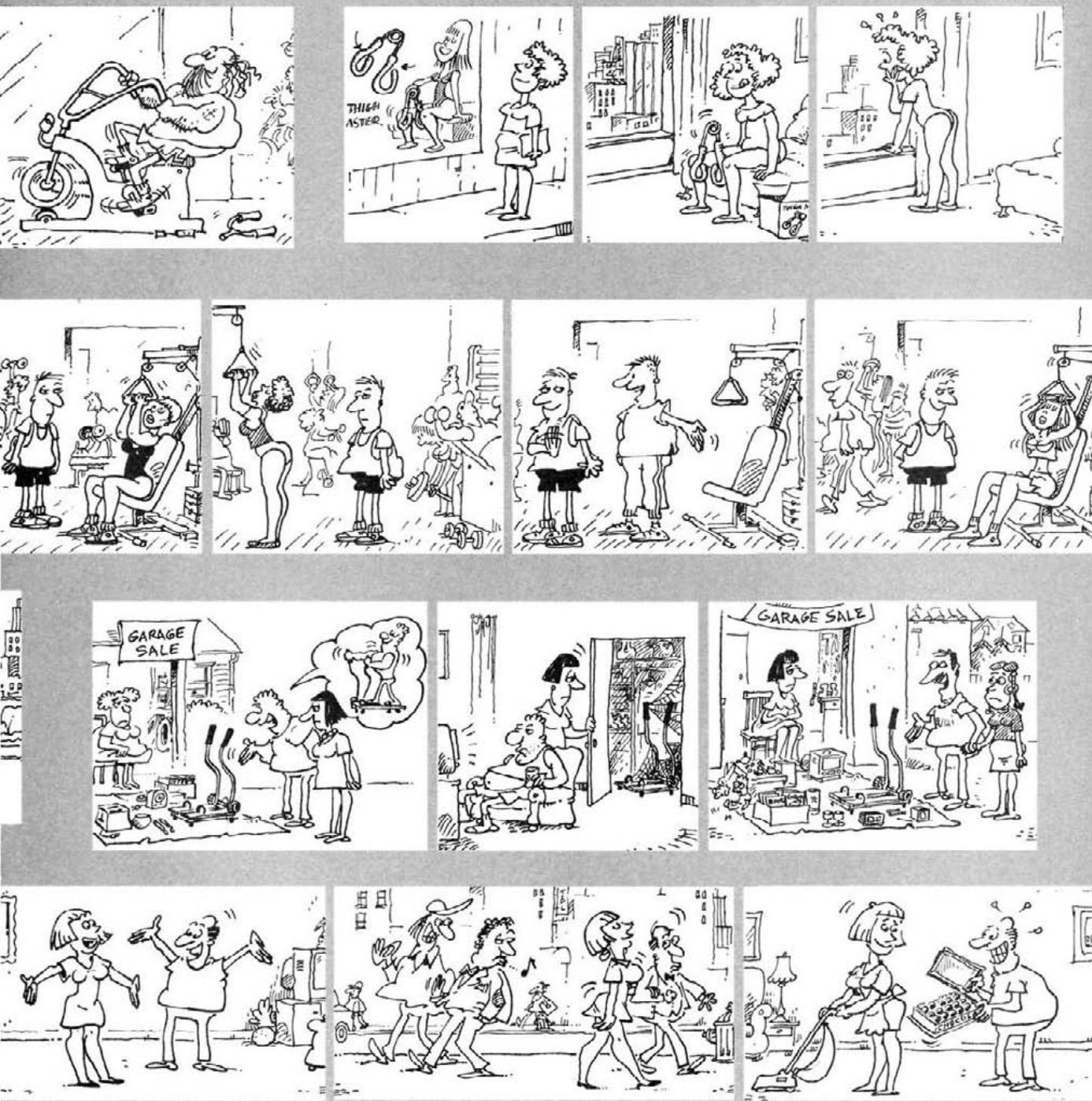
A MAD LOOK AT

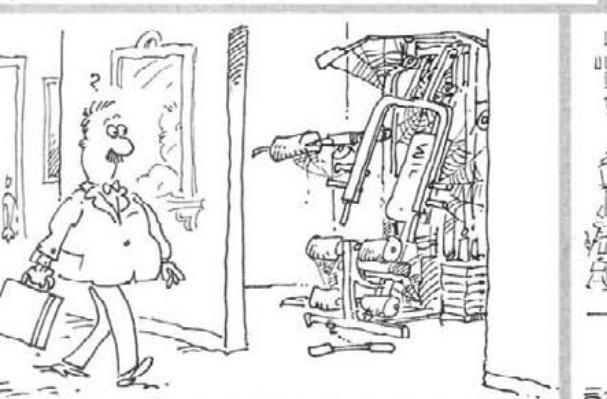
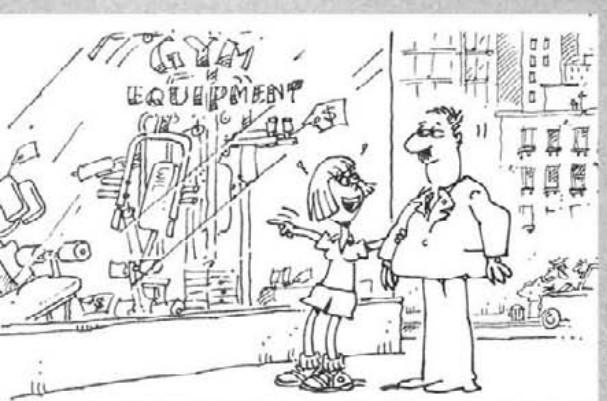


EXERCISING



ARTIST AND WRITER: SERGIO ARAGONES

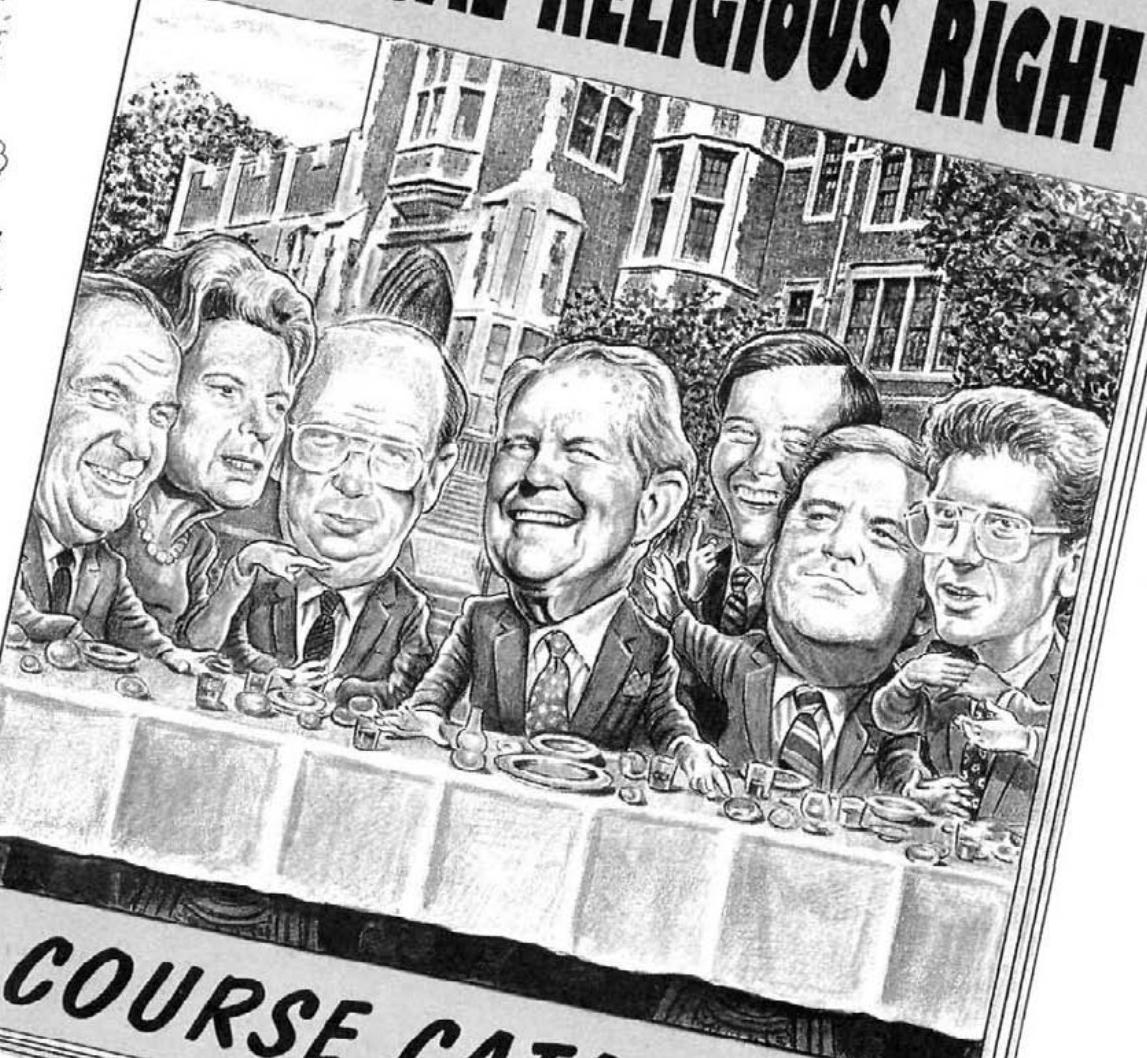




Why do members of the radical religious right think the way they do? Are they born like that? Did they have a bad accident as a child? A tragic love affair that soured them on the world? The answer is: none of the above! You have to be taught to be so self-righteous and narrow-minded! It takes years of schooling at a highly specialized learning institution! And we've managed to get our grimy little hands on a brochure for such a place! Here's...



The ACADEMY For The RADICAL RELIGIOUS RIGHT



COURSE CATALOGUE

CORE CURRICULUM

Philosophy 101 - The Trap of Thinking

This introductory course examines the secular humanism that has infected our culture as demonstrated by rock music, PG-13 rated movies and *Gilligan's Island* reruns (which depict several unmarried men and women alone on a desert island). The course gives the student the philosophical sanction for comparing the pro-choice movement to genocide, while advancing the theory that genocide itself isn't all bad, depending on who it's used against. All enrollees are invited to a special seminar in which the seemingly contradictory theses of supporting capital punishment while fighting to protect the lives of the unborn are empirically justified.



An Academy Professor shows students the startling connection between pop culture and the decay of traditional moral values.



Guest lecturer Pat Robertson, speaking on the theological connection between donations and salvation.

Business 101 - Accounting

This exhaustive course teaches "Creative Accounting for Jesus." This highly innovative bookkeeping technique offers a clear understanding of how a TV evangelist can manipulate his ministry's books to avoid federal and state taxes while living well beyond his income. The serious student is advised to enroll in the collateral course, Communications 105, which covers how to publicly denounce welfare recipients, single mothers and others below the poverty line for accepting money that doesn't belong to them.

Education 101 - School Prayer

Although the Godless Supreme Court has outlawed prayer in our public schools, this course will help future educators overcome that minor obstacle. Aspiring teachers will be taught the time-tested technique of shocking their students with surprise quizzes, leaving them with no alternative but to pray to God that they somehow get a passing grade.

Communications 101 - Denouncing the Media

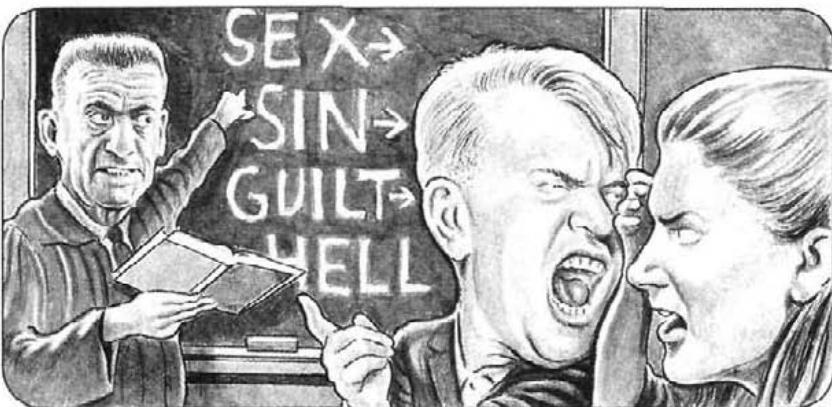
An introductory course in which the student learns to detect and expose any leftist sentiments in the media. Special emphasis is placed on organizing high profile publicity campaigns against movie studios and television networks that distribute or broadcast productions in which 1) People of different religions are treated as fellow human beings. 2) Correct Christian family values are not actively promoted. (NOTE: "Correct Christian family values" are hereby defined as confining wives to the kitchen or maternity ward, and disciplining children with corporal punishment.)



House Speaker Newt Gingrich made a surprise appearance at the Academy-sponsored Hanging of Big Bird in Effigy.

Education 102 - S—X Education

This advanced course gives the student wishing to move on to a career in teaching two proven methods for handling any discussion of s—x in the classroom. First, the student learns to approach the subject of s—x as the disgusting, base, animal-like practice it is. Once this is mastered, the student receives extensive instruction on how to avoid any mention of s—x (and all related matters) in future classroom work.



In Academy S—x Education classes the connection between being sexually active in this life and roasting in the fires of eternal damnation in the next life is freely and openly discussed.

Political Science 514 - Demeaning the Enemy

This essential course furnishes the tools needed to start effective slur campaigns against secular humanists in power. Each student is required to complete a term paper on the subject, "I know that Bill Clinton was in a motel room smoking pot with a fallen woman because..." The top student in the course is offered a one-year internship with House Speaker Newt Gingrich.



Academy undergraduates produce brilliant and highly innovative work, such as this morph of President Bill Clinton as infamous Nazi leader, Adolf Hitler.

Art 115 - Computer Generated Art

In our state-of-the-art computer lab students are trained to "morph" images of well-known pro-choice figures into depictions of Adolf Hitler for use on posters at demonstrations and on television public service announcements. Due to the highly advanced nature of this course, only students who have previously served no less than sixty (60) days in jail for obstructing Planned Parenthood clinic entrances will be admitted.

Philosophy 212 - Taking Action: A Correspondence Course

This innovative course is taught by Professor Paul Hill, a man with impeccable credentials for teaching the subject. Professor Hill, a former minister, performed the heroic deed of killing Dr. John Britton at an abortion clinic in Florida. Because secular humanists have infiltrated the Pensacola Police Department and the Florida Courts, Professor Hill was convicted of murder in the first degree and now teaches from his prison cell on death row.



The ex-Reverend Hill, correcting test papers from his jail cell at a Florida penitentiary.



Physical Education 101 - Bashing

At The Academy For The Radical Religious Right we believe a sound body is as important as a sound mind. In our challenging Phys. Ed. course, the student undergoes rigorous body building by practicing frequent and systematic gay bashing. Instruction is also given in how to stomp liberals, sucker punch lesbians and rough up pregnant women going into "family planning centers."

Academy students on a field trip at a local gay bar.

Religion 101 - Comparative Religion

Other religions, including Judaism, Mohammedism and Hinduism are examined fully and the student learns first, to refute, and then to ridicule their basic tenets. The stubbornness and blind faith of the adherents to these misdirected religions is addressed and the question of how to bring them salvation (i.e. persuasion vs. inquisition) is considered.

Political Science 514 1/2 - Women's Rights Seminar

This seminar is held every year at The Academy For The Radical Religious Right. It usually lasts about ten minutes and no school credit is given to those who attend. The same course is offered in the Spring semester as Political Science 103 3/4 - Humor And Political Thought.



Women in politics? Ha ha ha!

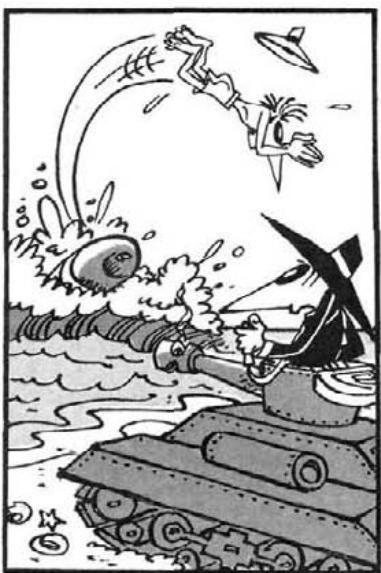


Enthusiastic Academy students enjoy the festivities at last year's Homecoming Night.

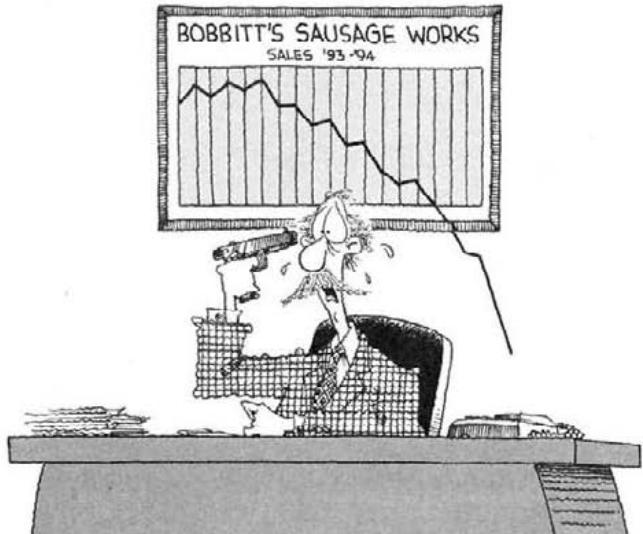
SCHOOL ACTIVITIES

Bonfire Of The Books

One of the most cherished traditions at The Academy For The Radical Religious Right is the annual Homecoming Night, "Bonfire of the Books." Last year's festivities featured the destruction of the complete works of Mark Twain, Kurt Vonnegut Jr. and Judy Bloom, 500 copies of *Catcher In The Rye*, and a cross section of books containing the word "s---x," including many widely used dictionaries. The fuel was furnished by Academy alumni who were responsible for removing this dangerous material from public and school libraries across America.



Struggling tirelessly over the years to make your product a household word...



...only to end up bankrupt, because your product is a household word!

Going out with your friends to celebrate earning a bachelor's degree in applied physics...



...and being waited on by a guy with a master's degree in the same field!

BEHIND THE FATE BALL DEPT.

Your high school English teacher may have tried to explain it to you by making you read some lame Shakespeare play, but the truth is, only us dunderheads at MAD truly know what...

IRONY

Buying a condom for a blind date from a noticeably uncomfortable store clerk...



...who later turns out to be your blind date!

Finding your wife in bed with your best friend...



...on the pay-per-view porno channel in the cheap motel room you're sharing with your secretary!

A pampered overpaid ballplayer who charges kids for his autograph...



...suffering a career ending writer's cramp!

Finding a girlie magazine under your son's mattress...



...and discovering it's the issue with your letter printed in it!

IS.

ARTIST AND WRITER: JOHN CALDWELL

Turning in your pistol in a police sponsored "Cash for Handguns" program...



...only to be robbed leaving the building!

Tabloid TV news shows that boast of an exclusive interview with an "alleged" extortionist...



...who has managed to squeeze 20 grand out of them before he would open up!

SPACE—THE FINAL AFFRONT'S HERE DEPT.

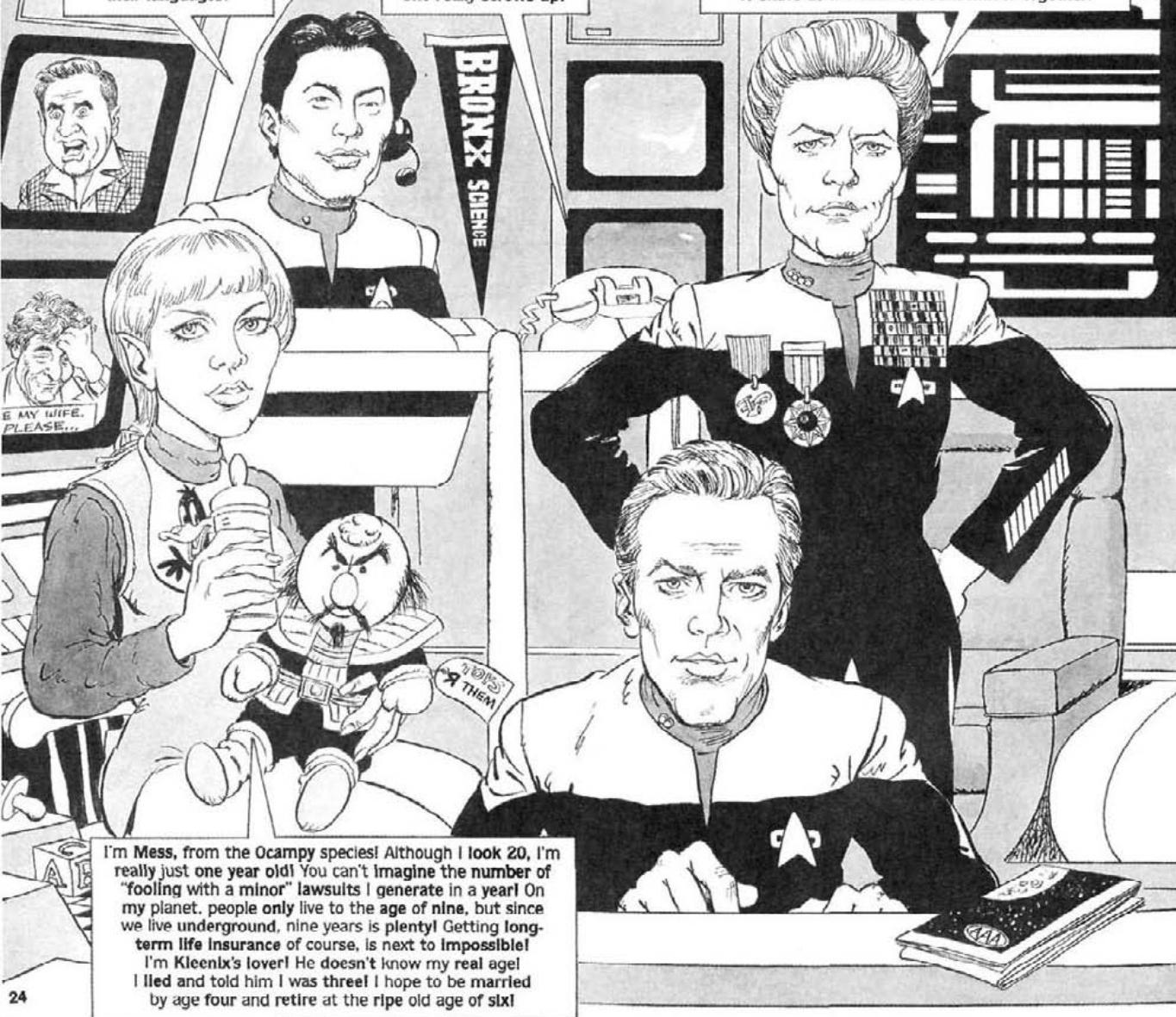
Seven major motion pictures and three TV series have been wrung from Gene Roddenberry's *Star Trek*, created nearly 30 years ago! Now comes yet another TV series! Haven't you seen it all before? Aren't you starting to feel like a...

STAR VOY

I'm Dim, the Communications Officer! I was invited aboard the U.S.S. Voyeur because of my outstanding academic record! I can make contact with 39 different species, and say "call collect" and "reverse the charges" in every one of their languages!

I'm Starfleet Lt. Perish, the ship's Pilot! I was taken from prison and given this command by Captain Plainway! She believes in giving people a second chance — and in having someone like me around to blame in case she really screws up!

I'm Starfleet Captain Plainway, Commander of the U.S.S. Voyeur! I make split second decisions that I want followed to the letter immediately, without questioning my reason or authority or the fact that I'm a woman! That's how I get results! Why, in the first episode alone, I managed to end up on the wrong side of the galaxy, 70,000 light years off course! It would have taken macho Captain Kirk two years to go that far wrong! On the Voyeur, men and women are true equals! It's politically correct, but it does make mornings difficult when we all try to shave at the one restroom mirror together!



I'm Mess, from the Ocampy species! Although I look 20, I'm really just one year old! You can't imagine the number of "fooling with a minor" lawsuits I generate in a year! On my planet, people only live to the age of nine, but since we live underground, nine years is plenty! Getting long-term life insurance of course, is next to impossible! I'm Kleenix's lover! He doesn't know my real age! I lied and told him I was three! I hope to be married by age four and retire at the ripe old age of six!

LECCCH

TECH

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

I'm Twobuck, Security Officer on this ship! It's about time a black Vulcan got into the command center! For too many years, I had to ride in the back of the starship! I have good news and bad news about this new vessel! The good news is — we can fly for ten years without refueling! The bad news? When it's time to stop for fuel, Starfleet's Corporate Texaco card will have long expired!

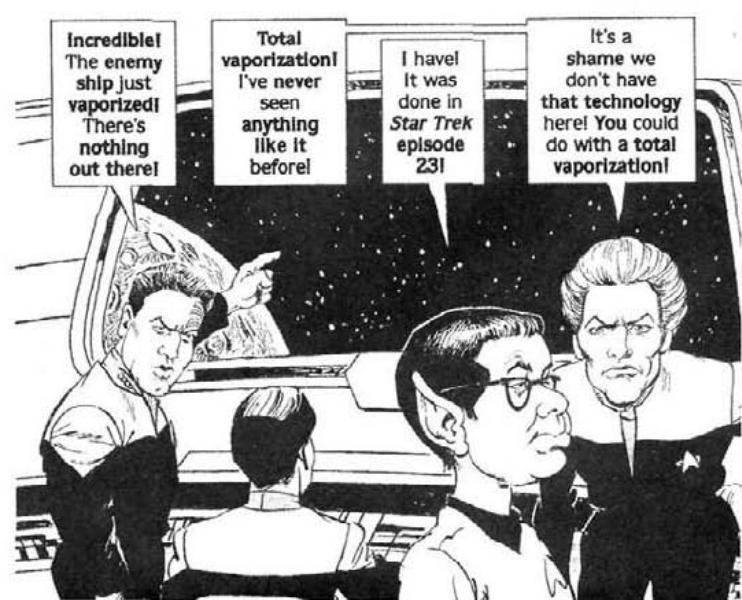
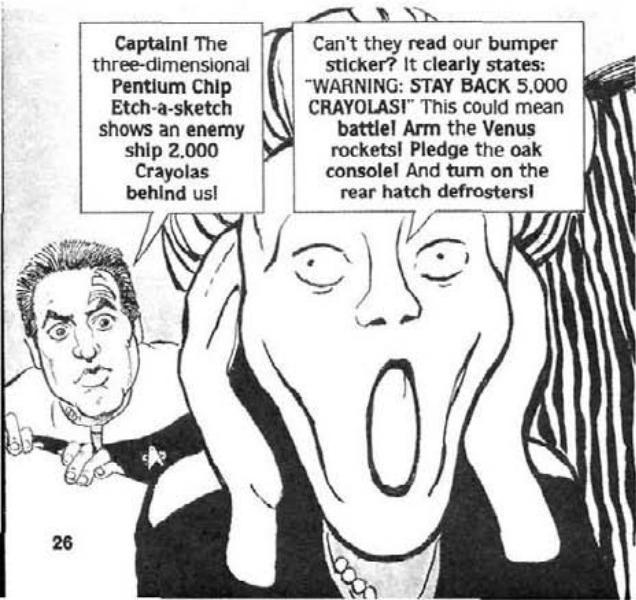
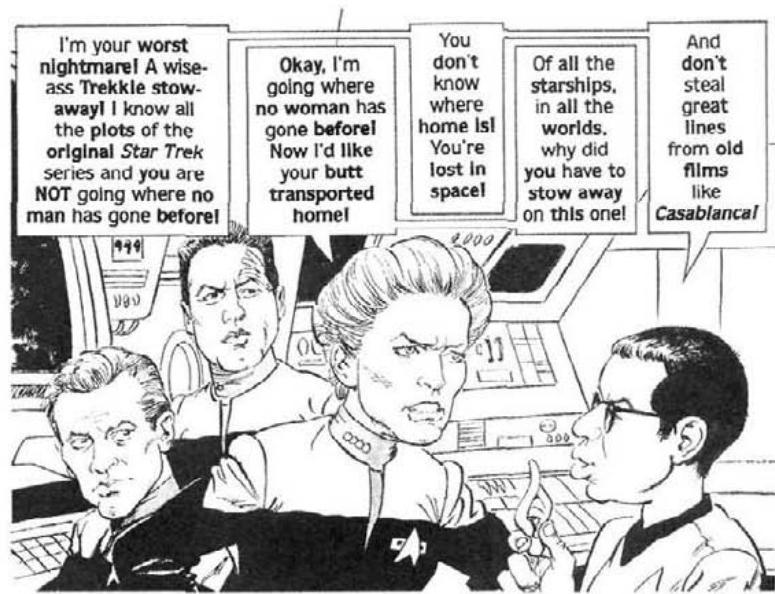
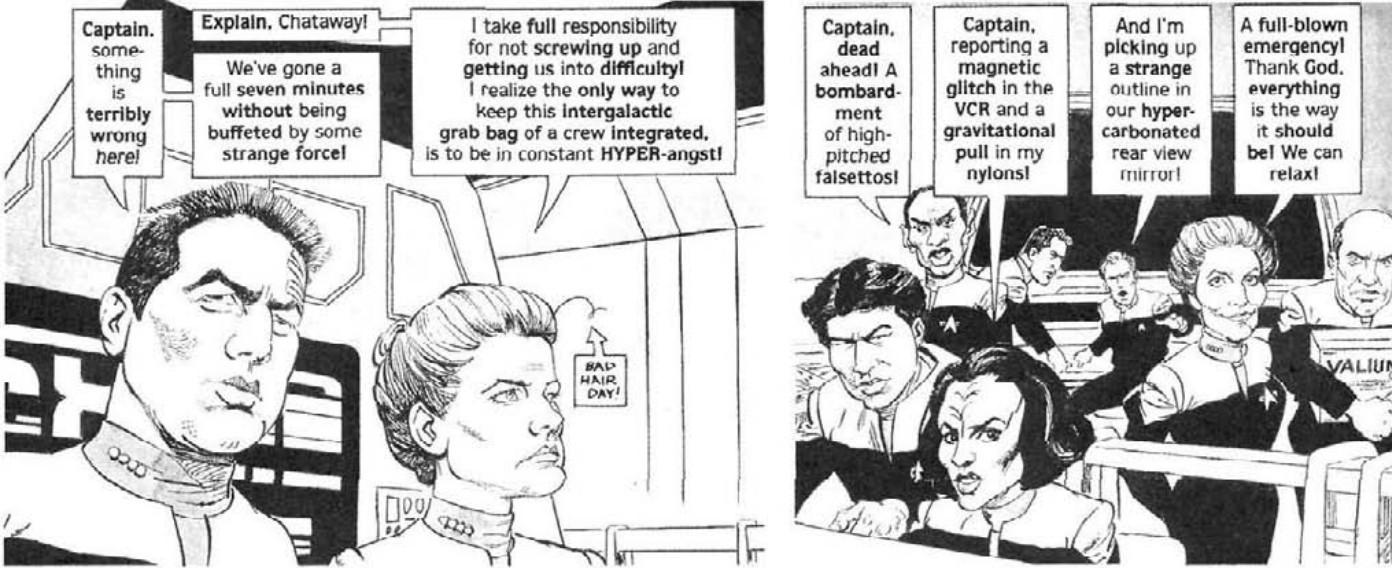
I'm First Officer Chataway! I know a lot about navigation and very little about using indelible eyebrow pencils as you can see by the mess I made on my forehead! That's what I get for trying to darken my lashes while the ship was being bombarded by Pluralisms!

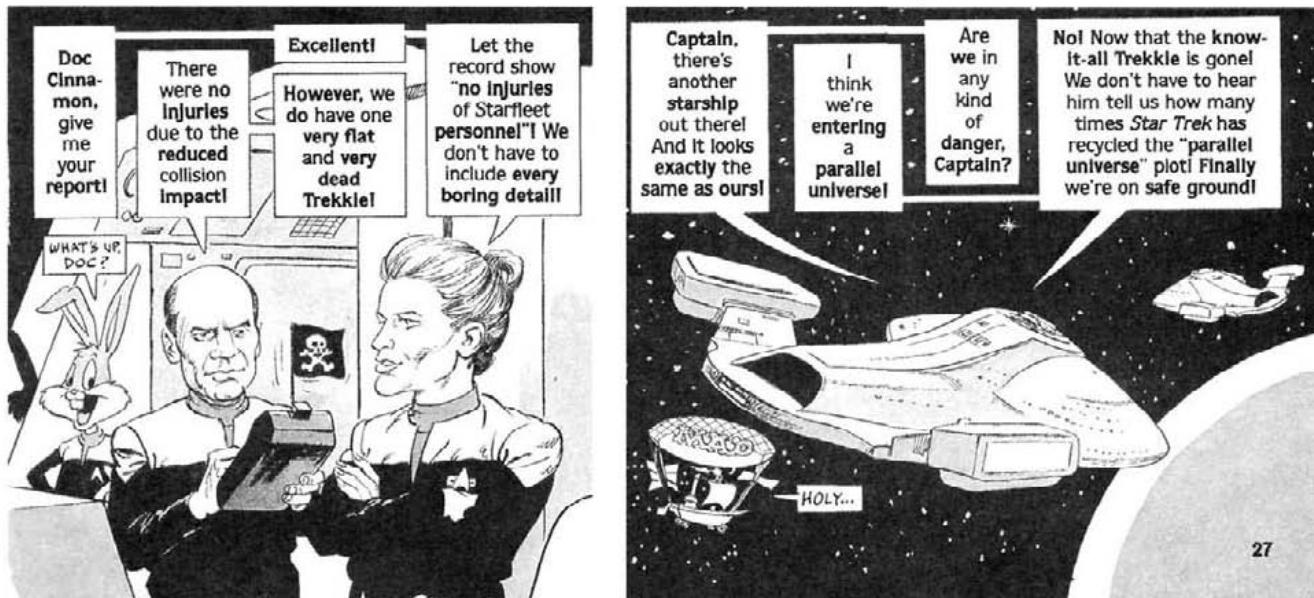
I'm Kleenix, from a galaxy never explored before! All the people there look like me! That's why my planet won't be explored in the future either! I'm the ship's cook! I was put aboard mainly to cook up some comic relief! So far, I haven't found the recipe!

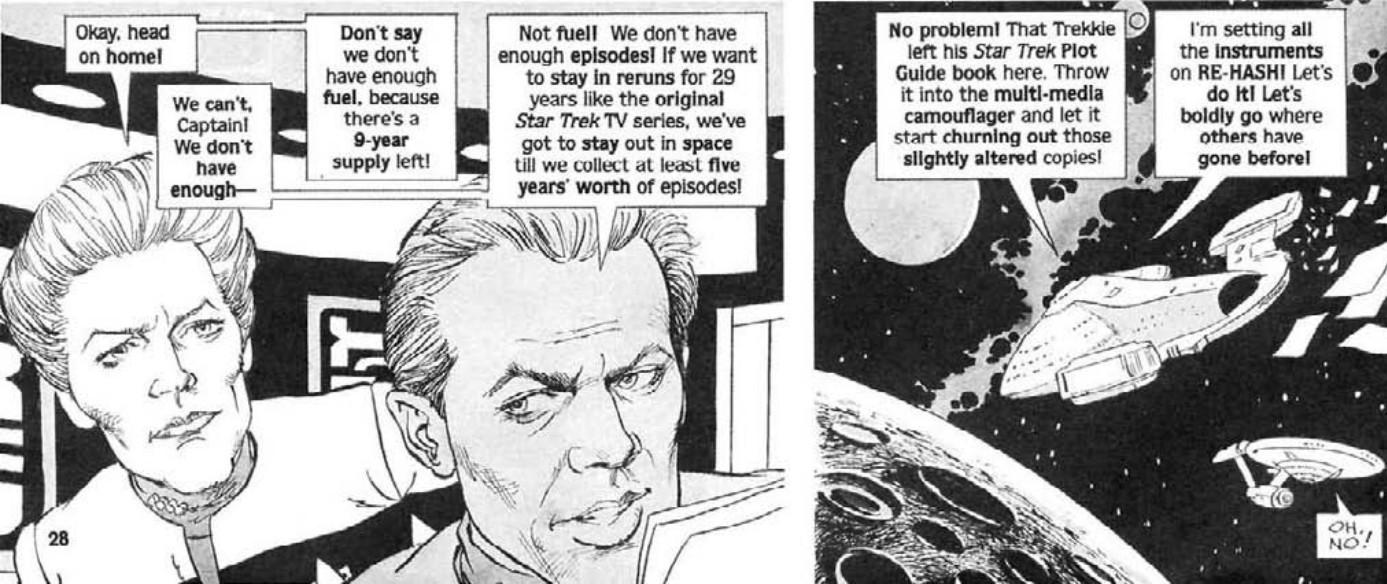
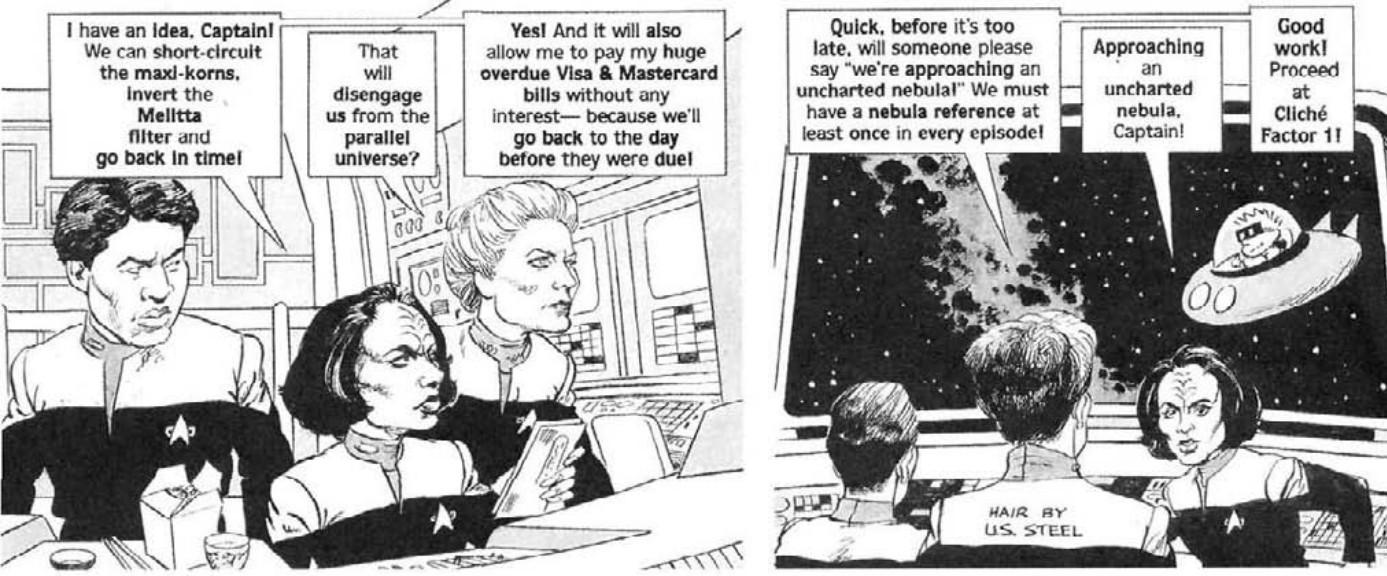


I'm B'nana Torrid, ship's Engineer! I'm half Cling-on, half human and all forehead! I guess I should have paid more attention to my mother! She told me if I didn't stop worrying, I'd wrinkle my brow! You can see I worry a lot! I relate better to machines than I do to people! That's why I spend so much time with my best friend, Manny! He's that very handsome throttle lever to my left!

I'm Cinnamon, a Holographic Doctor! You think you see me, but you don't! Just like real doctors in a hospital on earth! You think you see em, but you don't! But you have to assume they were there, because they bill you big time for a visit!







The Book of Duck

ARTIST AND WRITER: DUCK EDWING

IN THE BEGINNING, THERE WAS NOTHING ...

AND HE CREATED THE EARTH AND SKIES!

HE CREATED THE MOUNTAINS ...

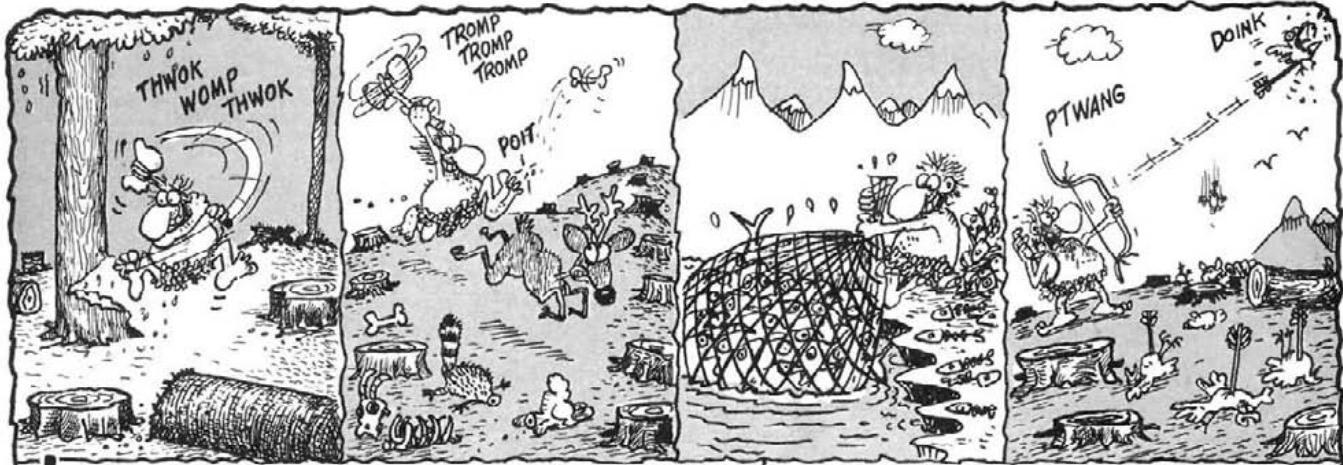
THE FORESTS...

AND THE OCEANS!

HE CREATED FISH
TO SWIM THE
SEAS...BIRDS TO
FLY THE SKIES

...ANIMALS TO
ROAM THE LAND

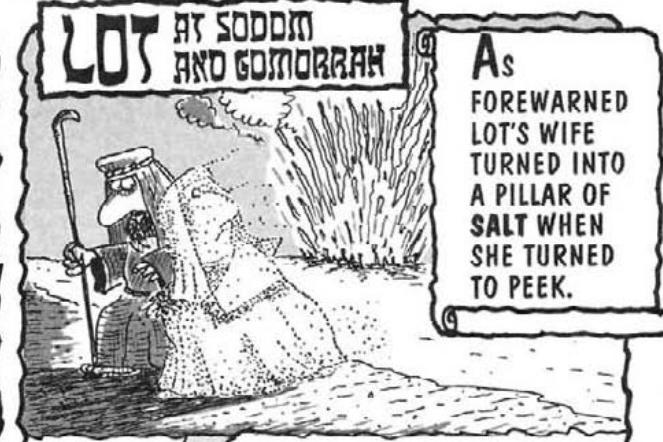
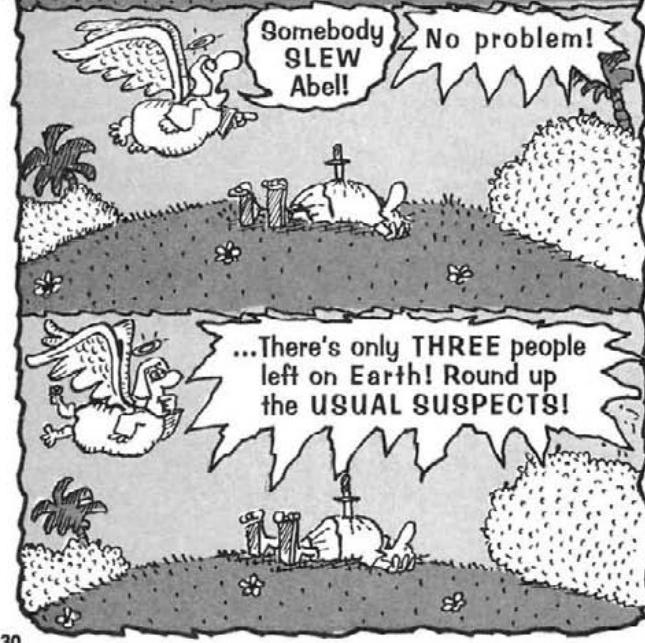
AND HE
CREATED
MAN!



IN THE END... THERE WAS NOTHING!



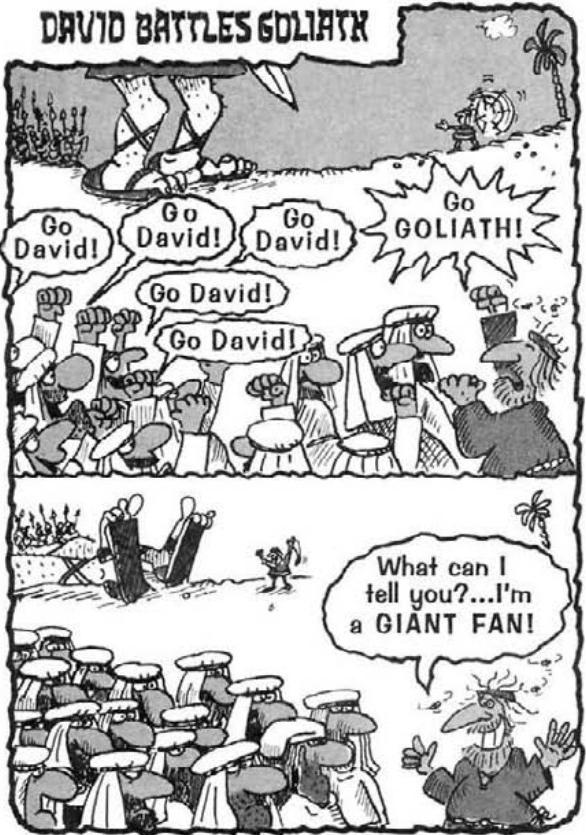
IN THE
GARDEN
OF EDEN



As
FOREWARNED
LOT'S WIFE
TURNED INTO
A PILLAR OF
SALT WHEN
SHE TURNED
TO PEEK.



DAVID BATTLES GOLIATH



SAMSON IN THE PHILISTINE TEMPLE



JONAH IN THE WHALE



WAAAAA

Whenever you're
ready...LET 'ER
GO!

MOSES PARTS THE RED SEA



RETITLE WAVE DEPT.

Did you ever notice that hardly anyone actually uses a microwave oven to cook in...just to warm leftovers or heat up coffee? So why isn't it called a "leftover-warmer" or a "coffee-heater-upper"? Huh? Huh? Huh? We'll tell you why: because Americans are afraid to "take on" the powerful Product-Naming interests who've been dictating to us for decades what we should call our own appliances, implements and gizmos! Well, we at MAD are not intimidated! No sirree, Bob! In fact, we've got nothing better to do than sit around all day...

RE-NAMING TO REFLECT T



BEEPER
"Self-Importance Broadcaster"



CAR ALARM
"Neighborhood Enemy Generator"



KITCHEN KNIFE
"Bobbitt-Joke Initiator"



OFFICE COPY MACHINE
"After-Hours Buttock Immortalizer"

EVERYDAY GADGETS + THEIR ACTUAL PURPOSE

ARTIST: GEORGE WOODBRIDGE

WRITER: MIKE SNIDER



TV REMOTE CONTROL
"Marital Argument
Initiator"



CAR PHONE
"Collision Probability
Enhancer"



HOME VIDEO GAME
"Quality-Time
Substitute"



CIGARETTE
"Non-Kevorkian
Suicide Machine"



FAX MACHINE
"Cartoon-of-the-Day Distributor"



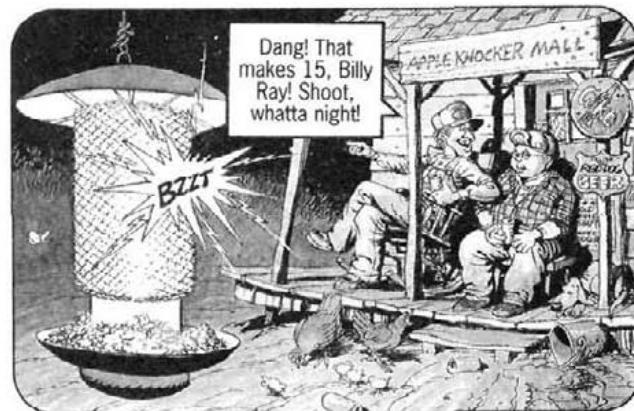
HAND GUN
"Random Loved-One Eliminator"



VENDING MACHINE
"Selective Consumer Aggravator"



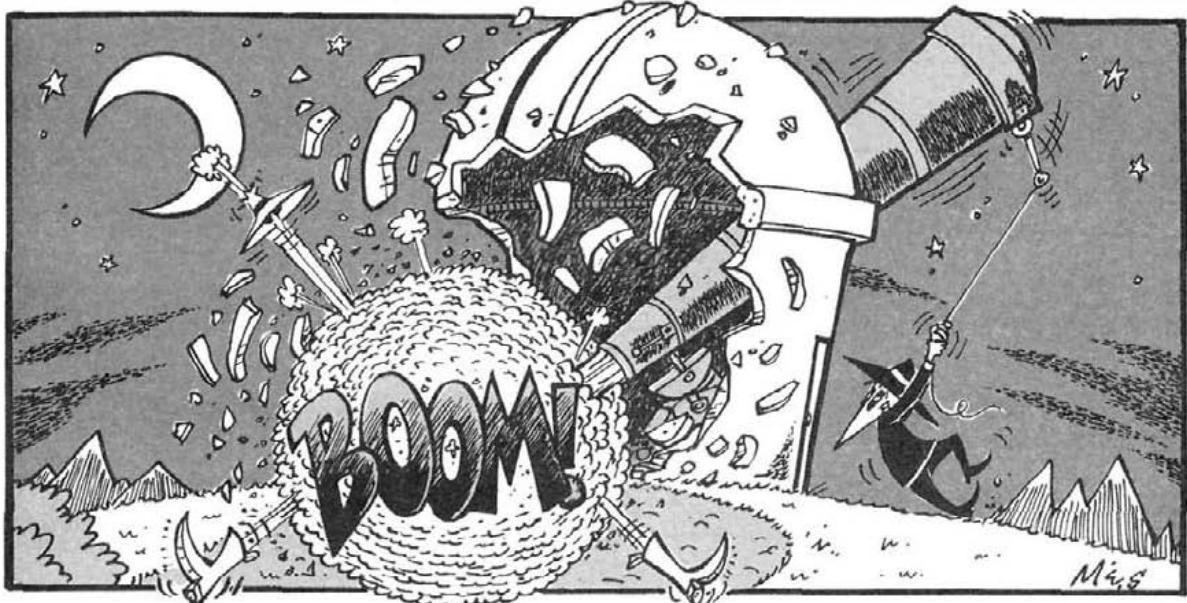
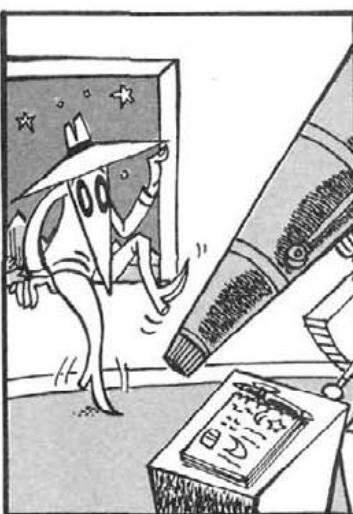
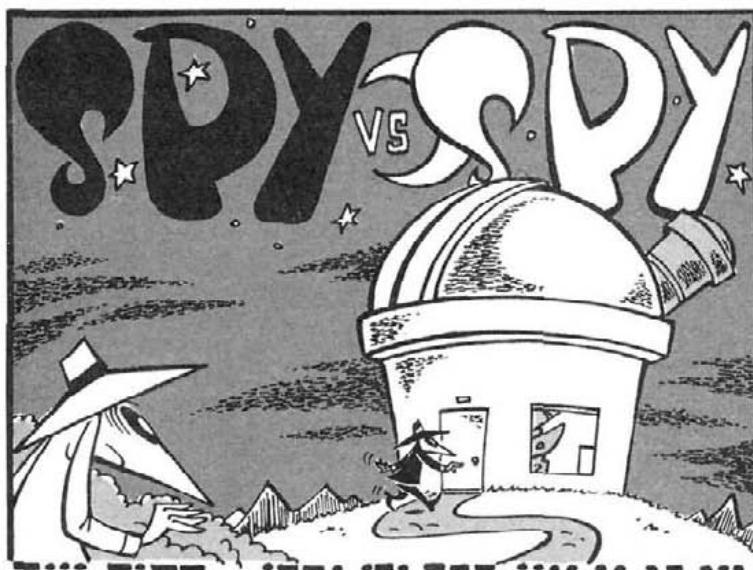
AUTOMATED TELLER MACHINE
"Mugger Convenience Station"



BUG ZAPPER
"Rural Outdoor Entertainment Center"



IN-LINE SKATES
"Pre-accident Victim Transporter"



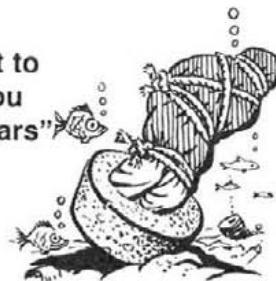
Ever wonder why MONOPOLY lets you out of jail just because you happen to pick a "GET OUT OF JAIL" Card? Hasn't this always struck you as a rather haphazard way of running a criminal justice system (albeit a fictitious board game one)?! They should at least be required to give a reason for springing you from the slammer, even if it's a totally invalid, lame-brain reason -- which, it turns out, is exactly what our REAL criminal justice system has been doing recently! Which leads us -- through the Immutable Laws of MAD-Intro Logic -- to...

MAD'S MODERN GET OUT OF JAIL FREE CARDS

Chance

Mob Informant set to testify against you suddenly "disappears"

GET OUT OF JAIL FREE



Community Chest

D.A. up for re-election caves in to minority-group pressure & threat of riots over your trial

GET OUT OF JAIL FREE



Community Chest

"Understanding" Liberal judge thinks you can be rehabilitated -- despite 17 prior arrests

GET OUT OF JAIL FREE



Chance

Clever lawyer convinces jury that family member you blew away "had it coming"

GET OUT OF JAIL FREE



Community Chest

Bonehead clerical error by jail staff lets you walk right out the door

GET OUT OF JAIL FREE



Chance

Overcrowded prison system lets you out to make room for kid nabbed with 1/8 oz. of pot

GET OUT OF JAIL FREE



Chance

All-White
(California)
jury blames
everything on
your minority
accomplice



GET OUT OF JAIL FREE

Community Chest

High-priced legal
team finds
cockamamie
“technicality”
to get you off,
scot-free



GET OUT OF JAIL FREE

Community Chest

Overburdened
D.A.’s Office plea-
bargains your
Murder charge
down to
Disturbing the
Peace



GET OUT OF JAIL FREE

Chance

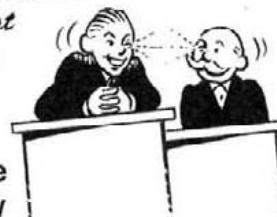
Night Court
clogged with
hookers and
drunks fails to
arraign you within
48-hour legal limit



GET OUT OF JAIL FREE

Community Chest

Judge in your
white-collar
crime trial
belongs to the
same Country
Club as you



GET OUT OF JAIL FREE

Chance

Female jurors you’ve
been “making eyes” at
all vote for acquittal



GET OUT OF JAIL FREE

Community Chest

Parole Board
falls for your
Academy Award
performance
about “finding
religion”



GET OUT OF JAIL FREE

Chance

Psychiatrist-
for-hire dreams
up preposter-
ous insanity
defense just for
your case



GET OUT OF JAIL FREE

THE BUYING GAME DEPT.

We live in a society up to its keister in sleazy, manipulative advertisements. Buy this cream and look young forever! Smoke this cigarette and women will throw themselves at you! Everywhere you look it's sell, sell, sell! It's no wonder most people are maxed out on their credit cards. Madison Avenue has turned us into a nation of zombie consumers addicted to the very act of buying. How about you? Are you one of the poor unfortunate victims of this insidious Capitalistic plot? Are your spending habits out of control? Find out as you take our little quiz...

ARE YOU

Part I--Shopping Habits



If you can read a UPC symbol by running your fingers over it, CHARGE \$100.....



If you've ever crashed a Tupperware Party, CHARGE \$70.....



If you bought a second VCR from the Home Shopping Network so you could tape QVC, CHARGE \$100.....

Part II--General Lifestyle



If, while addressing the nation on the problem of consumer debt, the President has ever mentioned you by name, CHARGE \$450.....



If a local department store has ever had a display mannequin cast in your likeness, CHARGE \$150.....



If Visa, MasterCard or American Express have ever presented you with any kind of "Lifetime Achievement Award," CHARGE \$500.....

Part III--Hypothetical Situations

1

Your 85-year-old mother is suddenly stricken with a massive heart attack. While racing to the hospital in the back of the ambulance, you notice a store window sign which reads, "Giant Inventory Sale." You would most likely...



...Politely ask the driver to slow down a bit as he passes so you can do a quick "looksee," CHARGE \$100



...Firmly order the ambulance driver to pull over and keep giving your mother oxygen while you "just pick up a few things," CHARGE \$300.....

2



...Scream at the ambulance driver to park and clear the old lady out of the back to make room for all the stuff you plan on buying, CHARGE \$600.....

While on your way to the local shopping mall, you notice a spectacular fire at a friend's home. You would most likely...

a SHORAHOLIC?

ARTIST: TOM BUNK

WRITER: J. PRETE



For every page of your Spiegel catalogue
that is stuck together with your dried drool,
CHARGE \$50.....



If you've ever invited friends over to
see your "Proof of Purchase" collection,
CHARGE \$200.....



If you use a Clapper to turn on your
Flowbee so you can trim your Chia Pet,
CHARGE \$900.....



If your Last Will and Testament calls for your
body to be cremated and your ashes scattered
across the parking lot of a local shopping
mall, CHARGE \$450.....



If, at the height of a sexual encounter, you
have ever accidentally yelled out the name
"Eddie Bauer" or "Hammacher Schlemmer,"
CHARGE \$300.....



If you're taking this quiz while standing in a
checkout line,
CHARGE \$75.....



...Continue on to the mall, making a
mental note to buy yourself a new
smoke detector when you get there,
CHARGE \$100.....



...Speed to the mall and call in the fire -
but not before rifling the clearance rack,
CHARGE \$300.....



...Race into the burning building searching
for the owners to see if they have any
idea when they might hold a fire sale,
CHARGE \$695.....

GRAND TOTAL

Parts I, II and III

\$

WHAT YOUR BILL MEANS...

If you charged over \$2500, you
are well on your way to becoming
a bona fide shopaholic. We suggest an immediate trip to
your local bookstore, where
there are numerous books and
videos on compulsive shopping available for purchase.

THE LIGHTER SIDE OF...



ARTIST AND WRITER: DAVE BERG

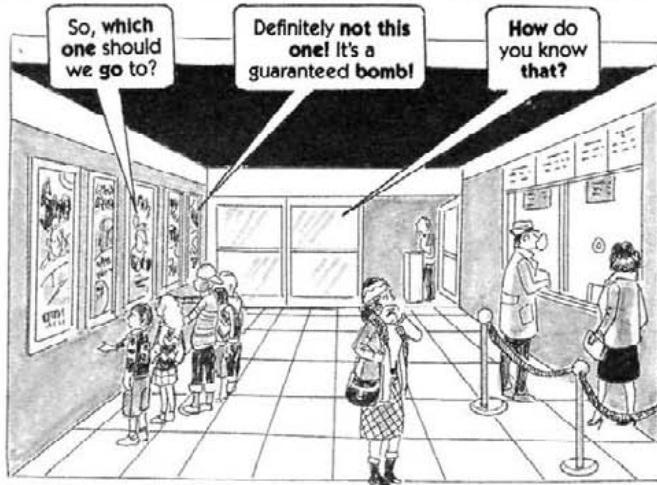
PROFESSIONAL ATHLETES



PROBLEMS



MOVIES



GAMBLING



CABLE



EXPERTISE



LECTURES



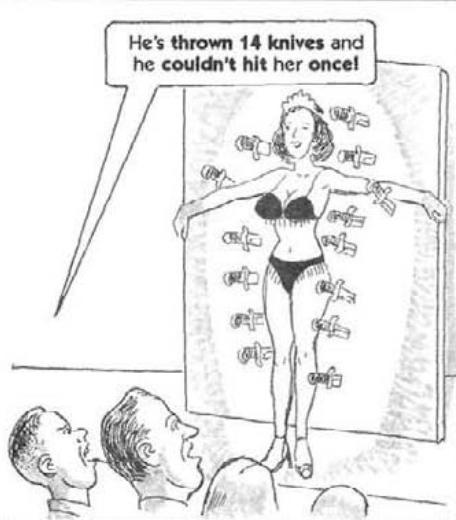
DATING



THERAPY



BARGAINS



CARS



FAMILY PLANNING



THE OFFICE



JUSTICE



DOCTORS



Some years back, in issue #155 to be precise, we glorified the great sportscaster Cosell with "Howard At the Mike." Today, that Howard broadcasts from that great sound studio in the sky, but another Howard has emerged, a sex-driven shock-jock now syndicated throughout America. So let us salute Howard Stern and his private parts as we present this new and distinctly different version of...



ARTIST: SAM VIVIANO WRITER: FRANK JACOBS



*The programs on talk radio were dullsville years ago,
With hosts as scintillating as a wombat's embryo,
And when Imus proved a stiff and Larry King began to wear,
The public yearned for someone fresh to liven up the air...*

*When from the Depths there rose a voice, unlike those heard before—
An ego-driven motor-mouth, whom no one could ignore;
Soon scads of sleaze-starved listeners, their dials they would turn
To catch the raunchy ravings of the loud one, Howard Stern.*



*Soon groupies bared their busty bodes to prove they were good sports;
He spanked their bottoms on the air while stripped down to his shorts;
Four-letter words kept spewing out — he couldn't sugarcoat 'em;
Too late the brass discovered Howard's brain was in his scrotum.*



*Not yet, for soon a hot new show on K-Rock he would launch;
X Radio, he called it now, a cavalcade of raunch;
What joy to do the play-by-play of couples having sex,
Away from wimpy prudes, those creepy NBC execs.*



*They signed him up at NBC — 'twas clear they had a prize;
Indeed, with Howard at the mike the ratings reached the skies.
Though sev'ral bigwigs feared he might be coming on too strong
With schticks like Lesbo Dial-A-Date and Virgin Mary Kong.*



*They canned him, and throughout the land great discontent was felt;
"An outrage," shouted loyal fans, "a blow below the belt!"
On city streets they mourned as though they'd lost their closest friend;
A few were even heard to ask, "Could this be Howard's end?"*



Behind his shades he sits on high, his visage long and lean;
Beneath his tumbling locks of hair, five earrings can be seen;
Around him fawn his toadies, as to him their praises sing —
The Prince of Shock, the Earl of Sleaze, the Mouth
who would be King.

Each day he holds us spellbound with the spiel that he delivers,
Describing, say, the boob-job of his sidekick, Robin Quivers,
Or telling his disciples of the joys of masturbation
(The cause, some people say, of Joycelyn Elders' Fascination).



Though radio has made him rich, at times he's breaking free
To pull in greater megabucks on pay-per-view TV;
And just in case a fan or two might fail to catch him "live,"
They still can buy the video for \$19.95.

He wrote a movie,
"Fartman," on which
all his hopes were
pinned—
A superhero powered
by the force of his
own wind;
The flick was never
made — some say
the plot was too high-
class,
Or else the deal fell
through because the
script ran out of gas.

To faithful fans, he's like a god who's on a holy mission,
A view not shared by members of the Christian Coalition;
"Clean up your act," they thunder, "or we'll force you off the air!"
"Butt out," he says, "a groupie's here who's shaved her pubic hair."



He hoped as New York Governor great changes he might bring;
Announcing he would run, he threw his jockstrap in the ring;
He soon dropped out, which filled his many boosters with dismay;
He'd bare his butt for votes, but show his tax returns? No way!



MUSIC
SCHOOL

His fans went ape for *Private Parts*, of this there was no doubt;
As Howard, free of censorship, now let it all hang out;
So touching was the tale he told, it's no surprise to learn
His penis size is now a cause of national concern.



With pen in hand, he crossed the land to publicize his book,
As scores of groupies mobbed the stores to get a closer look;
They shed brassieres and thongs for fear they might seem overdressed,
And cheered each time he autographed another naked breast.

Today he lines up top celebs for guest-shots on his shows—
Stallone and Richard Simmons,
Donald Trump and Axl Rose,



Big stars like Schwarzenegger,
politicians like Ed Koch—
All come to worship Howard at
his temple of the crotch.



Oh, somewhere scuzzballs feed us porn in *Hustler* and in *Screw*,
And somewhere lurk the Jerky Boys, who turn the airwaves blue,
And somewhere there's the glitzy sleaze Madonna flings about,
But today they're small potatoes --- raunchy Howard's grossed them out!

**WHAT FORM OF
HORRIBLE PHYSICAL
ABUSE IS SOCIETY
POWERLESS
TO END?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

When it comes to the pain and horror of abuse, society has always been able to unite to put a stop to it. Today, however, there is a new abuse that is sweeping the nation and unfortunately, not much can be done about it. To find out what this kind of terrible physical abuse we're unable to control is, please fold page in as shown.

A ►

FOLD THIS SECTION OVER LEFT

FOLD PAGE OVER LIKE THIS!

◀ B FOLD BACK SO "A" MEETS "B"



**BOLD MEASURES HAVE FAILED TO REDUCE BLOODY
PHYSICAL ABUSE. MANY PEOPLE ARE OCCU-
PIED IN THE NASTY BUSINESS. SOME ARE SEAR-
CHING FOR A METHOD TO END THIS AWFUL THING**

A ►

◀ B

THE ADVENTURES OF HAROLD LIPMEYER, CHIROPRACTOR

